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#### **54 Method and apparatus for providing demographically targeted television commercials.**

② Different commercial messages are broadcast to different demographically targeted audiences in a cable television system or the like. A first television channel contains television programs and periodic commercial messages. A second television channel contains alternate commercial messages. Demographic characteristics of a viewer are identified, and commercial messages are selectively provided from the first or second channel, depending upon the viewer's demographic characteristics. Demographic

data can be input by a viewer via a remote control, downloaded to a subscriber's converter from a remote headend, or programmed into the converter at installation. Prioritization of the demographic characteristics of a plurality of television viewers watching a program together enables commercials to be targeted to the viewer having highest priority. Statistical data can be maintained concerning the number and identity of subscribers viewing specific commercials.

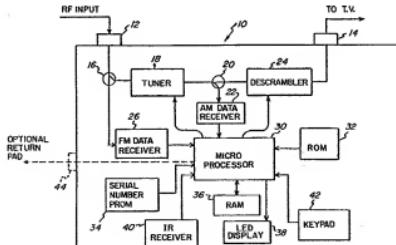


FIG. 1



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EUROPEAN SEARCH REPORT

**Application Number**

EP 90 11 7047

DOCUMENTS CONSIDERED TO BE RELEVANT			CLASSIFICATION OF THE APPLICATION (Int. CL.5)
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	
Y	WO-A-8 707 807 (INFORMATION RESOURCES INC.)	1, 13, 18, 20, 25, 26, 29	H04N7/16
A	* page 1, line 1 - page 3, line 19 *	2-12, 14-17, 19, 21-24, 27, 28, 30, 31	
Y	----- US-A-4 630 108 (GOMERSALL)	1, 13, 18, 20, 25, 26, 29	
A	* column 1, line 1 - column 2, line 49 *	2-12, 14-17, 19, 21-24, 27, 28, 30, 31	
A	----- US-A-4 725 886 (GALUMBECK ET AL.)	1-31	TECHNICAL FIELDS SEARCHED (Int. CL.5)
	* column 1, line 11 - column 2, line 46 *		
A	----- WO-A-8 801 465 (SCIENTIFIC ATLANTA INC.)	1-31	H04N
	* abstract *		
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The present search report has been drawn up for all claims			
Place of search	Date of completion of the search	Examiner	
THE HAGUE	18 NOVEMBER 1991	GREVE M. P.	
CATEGORY OF CITED DOCUMENTS			
X : particularly relevant if taken alone	T : theory or principle underlying the invention		
Y : particularly relevant if combined with another document of the same category	E : earlier document, but published no, or later than the filing date		
A : acknowledge as relevant	D : document cited in the application		
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